



D. P. FITZGERALD  
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North East Sales Area  
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April 24, 1998

**SENT VIA E-MAIL**

Lori MacWilliams      Tim Gillespie  
Bob Snow              Bob Dobrowolski  
Rory O'Rourke        Mark Goodman

RE: Trade Direct Marketing - May Mailings

The below listed chains in the Sales Area will be participating in our May mailing of Trade Direct Marketing. You will note in most cases, these pieces announce discounting programs, and in some cases coupons are included in the mailings:

CHAIN NAME	STATES	OFFER
Certified Oil	(OH, WV, KY)	announces \$2.50 off carton and .25 off a pack
United Refining d/b/a Kwik Fill/Red apple	(NY, PA)	2 versions, pack absolute price announcement
SuperAmerica	(KY, OH, PA, IN)	5 versions, carton absolute price announcement
Sun Company	(OH, PA, NY)	3 versions, carton absolute price announcement
Amerada Hess	(NY)	3 versions, carton absolute price announcement plus .25 off a pack
United Dairy Farmers	(OH)	announce .25 off pack, plus carton absolute price announcement
Smokers Outlet	(NY, PA)	carton absolute price announcement
Clark	(IN, OH)	announce .25 off a pack
Coastal	(TN, PA)	announce \$2.50 off carton and .25 off a pack
Marc's	(OH)	2 coupons, free 12 pack Coke with carton purchase, \$3.00 off a carton coupon
Fuel Mart	(OH)	1/\$4.00 off carton coupon, 1/.40 off a pack coupon
Lassus	(IN, OH)	announce \$2.50 off carton, .25 off a pack
Wawa	(MD)	pack and carton absolute price announcement, plus coupon for special carton price
Quick Chek	(NJ)	franchise .50 off pack coupon, competitive B1G1F coupon

Please provide to whoever you deem appropriate in the Region. Call if you have any questions.

Don

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